



IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-115 (GP-089-03-US)

Appl. No.: 10/676,195

Applicants: Andrew FIKES, et al.

Filed: September 30, 2003

Title: SYSTEM AND METHOD FOR AUTOMATICALLY TARGETING
WEB-BASED ADVERTISEMENTS

TC/A.U.: 1751

Examiner: Tri V. Nguyen

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the Office Action mailed on April 6, 2006 (Paper No. 03282006), which set a period for response to expire on July 6, 2006, please amend the above-identified application as follows:

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 9 of this paper.

Amendments to the Drawings begin on page 17 of this paper and include an attached replacement sheet.

Remarks/Arguments begin on page 18 of this paper.